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Meeting Minutes
Washington State Combined Fund Drive
Advisory Council
February 6, 2015
10:00 am – 12:00 pm

Welcome and introductions:

Stephanie Horn called the meeting to order and welcomed all in attendance. Stephanie began the round of introductions and went over the minutes from the last meeting.

Attendance:

Council Members Present: Kerri Everly (University of Washington CFD), Paul Knox (United Way of Thurston County), Melanie Manista (Northwest Spay & Neuter Center), Sara Wilson (Western Washington University) and Polly Zehm (Department of Ecology)

Staff Members Present: Stephanie Horn, Philip Kerrigan, Heather Lucas, and Dawn Sanquist.

Guests Present: Krosbie Carter (United Way of Thurston County)

It Happened in 2014: Looking Back:

- Philip Kerrigan handed out the following to council members to look at.
 - 2014 Year-in-review packet containing campaign and county statistics and significant events that took place
 - A statistical report on pledge creation and cancellation dates, donor information by salary range and CFD webpage stats
 - The 2014 calendar expenses
 - This year the CFD will ask for reimbursement on large fundraisers that agencies have, such as the golf tournament, instead of all the funds going to a designated charity



Secretary of State
Kim Wyman

Making a World of Difference

2015 Year-to-Come:

- Stephanie went over the 2015 Annual Program Plan outlining these three goals
 - An increase in participation percentage of one percent from 15.85% in 2014 to 16.85% in 2015
 - Make improvements on reconciliation and disbursement processes
 - Strengthen relationships with agency leadership, corporate sponsors and donors
- The council had the following suggestions on how to increase employee/retiree participation:
 - Create an incentive “club” for donors based on the amount they give and provide them with something to show for it – a pin, certificate, etc.
 - Have Secretary Wyman meet with the director of the Department of Retirement Systems (DRS)
 - Work with DRS to try and get more accurate retiree dates so emails regarding giving during retirement can be sent before the donor retires
 - Word letters/emails on more how to continue giving in retirement instead of will you give in retirement
- The council suggested we have a dedicated person for volunteers to call/email during the campaign so questions can be answered immediately
- The CFD will be hiring a person to fill a marketing position

Adjournment:

Stephanie thanked all for coming and adjourned the meeting.

